

Teen and Tween Beauty and Personal Care Consumer - US - May 2016

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Teens represent an increasingly diverse and open-minded population, and as a result are seeking more relatable spokespeople in BPC (beauty and personal care) advertising and communication. Teens are also tech-savvy and engage with BPC products and trends online while ultimately making purchases in-store, stressing the need for a seamless omnichannel experience.

This report looks at the following areas:

- Population of teens to experience declines while becoming increasingly diverse
- Teen girls use fewer BPC products than women aged 18-34
- Popularity of natural looks impacts usage of beauty products

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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